

Amendments to the Abstract:

The Abstract is to be amended as follows:

ABSTRACT

A method of operating a photofinishing business utilizes a digital photofinishing system that incorporates a digital processor, a printer coupled to the digital processor, and means for feeding plain paper to the printer from a roll of the plain paper. The method further provides the digital processor with digitised data from a source that is provided by a customer, and which is representative of a photographic image, processes the data with the digital processor to generate a printer drive signal that is representative of the photographic image, effects page-width printing in response to the drive signal of the photographic image on the plain paper as it is fed directly to the printer from the roll by the feeding means, and furnishes the printed plain paper image to the customer and charges the customer for the printing service.